

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. through 13. (canceled)

14. (currently amended) The method of claim 74, further comprising converting a format of the advertising content into a single format for display.

15. (currently amended) The method of claim 74, further comprising reviewing the advertising content prior to display for appropriateness.

16. (currently amended) The method of claim 74, further comprising verifying the displaying of the advertising content.

17. (currently amended) The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the advertising content.

18. (currently amended) The method of claim 74, further comprising detecting customer traffic near said at least one of ~~the~~ selected display screen ~~locations~~.

19. (currently amended) The method of claim 18, further comprising generating a market analysis report from the detection of customer traffic.

20. through 21. (canceled)

22. (previously presented) The method of claim 84, the method further comprising detecting defective pixels in one of the display screens.

23. (previously presented) The method of claim 22, further comprising ~~automatically calibrating the~~ defective pixels based on the detecting.

24. through 72. (canceled)

73. (previously presented) The method of claim 74, wherein the advertising content is still image content.

74. (currently amended) A method of providing video or still image advertisements ~~[[at]] on at least one selected locations~~ display screen on a network of multiple display screens that are located in traffic areas, the method comprising:

providing at least one advertising customer the opportunity to select at least one particular display screen via an advertising customer interface, wherein each particular display screen is positioned at a respective particular location;

providing the at least one advertising customer[[s]] the opportunity to electronically order display of advertising content ~~[[at]] on the at least one selected display screen locations selected by the advertising customers~~ via ~~[[an]]~~ the advertising customer interface;

receiving an order from the advertising customer, wherein the order comprises a selection of at least one display screen;

receiving the advertising content from the at least one advertising customer[[s]] via an electronic communications link;

electronically transmitting the advertising content received from the at least one advertising customer[[s]] to the at least one selected display screen ~~locations~~;

driving the at least one selected display screen ~~at each selected location~~ to display the transmitted advertising content in accordance with the ~~advertising customers'~~ order[[s]].

75. (previously presented) The method of claim 74, comprising generating a bill in accordance with the order.

76. (currently amended) The method of claim 74, wherein providing the at least one advertising customer[[s]] ~~of the system~~ the opportunity to electronically order display

of the advertising content ~~[[at]]~~ on the at least one selected display screen ~~locations~~ comprises providing a Web-based customer interface.

77. (currently amended) The method of claim 74, wherein electronically transmitting ~~customer the~~ advertising content received from the at least one advertising customer to the at least one selected display screen ~~locations~~ comprises sending the advertising content to the at least one selected display screen~~[[s]]~~ using an Internet protocol.

78. (currently amended) The method of claim 74, wherein electronically transmitting ~~customer the~~ advertising content received from the at least one advertising customer to the at least one selected display screen ~~locations~~ comprises sending the advertising content to the at least one selected display screen~~[[s]]~~ using wireless communications.

79. (previously presented) The method of claim 74, wherein driving the display screen comprises driving a plurality of LEDs.

80. through 82. (canceled)

83. (currently amended) The method of claim 74, wherein ~~the act of~~ electronically transmitting ~~customer the~~ advertising content received from the at least one advertising customer to the at least one selected display screen ~~locations~~ comprises implementing a transmission ~~mechanism means~~ selected from the group consisting of high speed cable, a satellite link, a dedicated telephony connection, a high-speed communications line, a cellular or PCS data transmission device, the Internet, a radio or radio pulse transmission device, and ~~[[a]]~~ high speed optical fiber, ~~and physical delivery of a medium storing said content.~~

84. (previously presented) The method of claim 74, wherein at least one display screen of the plurality of display screens comprises a plurality of pixels.

85. through 99. (canceled)